



“HIYJAB WEAR”

BUSINESS MODEL CANVAS

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Within the completion of the task, we know that nobody is perfect. We realize that there will be some mistakes and small errors and shortcoming in the process of completing this report. However, we have to put all our hearts in order to complete this task to make sure that it fulfils the criterion that my lecturer wants. With humbleness, we are open to any criticism which may help us to be better and improve ourselves for the upcoming tasks.

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EXECUTIVE SUMMARY

Hijab Wear is a business that focusing in selling women scarfs. It was established in April 2021. This business started with our own contribution to the capital and also from business loans as our business is registered under partnership company. An estimated almost RM100,000 as an essential capital to start up the business.

Hijab Wear have a wide range of scarves selection from semi-instant, instant, shawls, square, inner neck and many more. Hijab Wear also prioritize the highest quality material such as viscose cotton, French crepe, Italian satin silk and different types of chiffon. The bestselling collections namely Printed Chiffon, Famous Basic Shawl, Poppy Series and Satin Square and Chiffon Premium.

Hijab Wear is a business that focusing on women only especially hijabist women. Our idea to start this business is because we can see that many women spend more money to get a high-quality product, sometimes the quality of the product that they are paid for is unworthy with the item that they purchased. As we can see, most of the branded scarf boutique only provide a ready-made design. Hence, Hijab Wear offered a wide range of scarves selection and service for special ordering.

Our business-main vision is to provide exclusive, high quality and fashionable of scarves in Malaysia. While our mission is to create a superior hijab designs which is suitable with any types of women, including woman of colors with affordable prices. Our priority is to help women to find an exclusive choice and high-quality product with maximum satisfactions.

Our physical shop is located at Lot 12, Jalan Bunga, Setiawangsa, Kuala Lumpur. The location is strategic because it is near to the residential and industrial area where all shops are located in that place. By choosing the right location, both parties will get the benefit. For our business side, we are able to reach many customers to attract them. In addition, we are also able to deliver our products easily. While for the customer side, they can easily come to our physical store to get variety of scarfs collections with special services.

1.0 INTRODUCTION

1.1 Company Background

Hiyjab Wear is a business entity that wants to help women maintaining affordable images with affordable prices. intends to educate women to fulfil the Shariah law Islamic religion and guide to becoming the BIDADARI of the Hereafter.

Our company has specialized in all types of scarf fashions, using voile, viscose, chiffon, acrylic, cotton, wool and many other materials. With great efforts through the years, we have become an excellent supplier for a variety of scarf product lines. This boutique also provides exclusive personal style services. Our team of technicians and highly experienced designers develop increased production and management strategies, while providing our clients with multiple designs and a variety of samples to ensure satisfaction. We have a strict systemic team and a perfect management mechanism, so we can ensure product quality and on-time delivery.

We have a wide range of scarves selection from semi-instant, instant, shawls, square, inner neck and many more. We prioritise in the highest quality material such as viscose cotton, French crepe, Italian satin silk and different types of chiffon. A few of our bestselling collections namely Printed Chiffon, the famous Basic Shawl, Poppy Series and Satin Square as well as our Chiffon Premium have gotten good feedback and are always in high demand despite numerous reproductions.

Lastly, Hiyjab Wear also provide a service for special ordering. This special ordering is a bouquet scarf and delivery. The customer can place the order either at our boutique or thru online. The customer can choose the item that they want to use for a bouquet and the customer also can choose whether they want to pick up or ask the boutique to deliver to the customer. Hiyjab Boutique has its delivery service. This delivery service serves for special ordering and personal shopping services.